

## ABOUT WENDY SAMSON

**Wendy Samson** is the President of FutureSYNC International, a forward-thinking employer resource, and leadership development consortia. Wendy is a professional in Human Resource Management certified by the Human Resource Certification Institute. She has spent more than 25 years acquiring skills in a variety of Human Resources, Organizational Assessment & Effectiveness, Service, and Sales & Management positions.

Wendy's tools and case study testimonies are the products of innovative practices and her "outcome-based" approach to organizational diagnosis, solution implementation and facilitation. Wendy is highly recognized as an inspiring, national speaker who delivers a lasting message that is packed with content.



JSEC: JOB SERVICE  
EMPLOYERS' COMMITTEE

For more information, please contact:

Mission Valley Onestop Workforce Center  
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## The Effectiveness Shift: Transformational Leadership



*Using Courageous Leadership  
to Define Workplace Cultures  
During Changing Times*  
**Speaker: Wendy Samson**



May 14th, 2010 Polson, MT



## The Effectiveness

Elusive accountability, consumer mobility, economic instability, and uncertain times have blown all known workplace strategies to “smithereens.” Across all industries and in almost all companies, from large to small we are all impacted.

Sustaining market share while maneuvering through turbulent resource management has concentrated management’s collective mind on something that, in the past, it happily avoided: true change management. ONLY the skilled survive. Simply put, are you prepared to lead “a culture that just keeps moving all the time?”



## Engaging Lessons:

- ◆ Understand how to win results (sustain and gain customer attachment) through accountability service techniques.
- ◆ Examine courage and its required presence in leadership effectiveness.
- ◆ Learn how to mindfully shape a workplace culture.
- ◆ Frame interactions with others that create action.
- ◆ Exceed expectations....rise above the circumstances and do what it takes to win new customers and to keep the ones you already have.

**Understand that change makes “fast history”.  
NOW, like never before, uncertainty is the norm.**



## Workshop Information

### Date

May 14th, 2010

### Time

7:30 Registration

8:00 a.m.—12:00 p.m. Presentation

### Place

Kwataqnuq Resort. Polson, MT

Please register by May 7th, 2010 to reserve your spot!

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Detach and return with payment to Lake  
County Job Service, 417 B Main St., Polson,  
MT 59860

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